



Eduardo García

www.eduardo-garcia.com

I am a fashion business enthusiast and entrepreneur with an eye for design and craftsmanship. What I love to do is to create apparel products and organise a company's resources and human talent in order to make profits by selling these products in a specific market.

Profile

6 August, 1986
Bilbao, Spain.

I am a hard working, positive, friendly and adaptable person who is always looking to learn new skills and acquire knowledge.

The best of me comes out when there is a problem to solve, a goal to achieve or a new unknown situation to face.

I am a teamplayer who can work in place or remotely.

Contact

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Academics

2004 -09 Bachelor in Law
Universidad de Oviedo,
Spain.

Expertise

- Fashion
- Product development
- Handbags production
- Leather material
- Marketing & branding
- Business management
- Photography
- Web development

Work experience

Colourfield Studio | Founder & CEO

2018 - Present

- Created the vision for the brand, organisation and managing the planning process to achieve the vision.
- Designed and developed all handbags, shoes and clothing lines of the brand, including research of source trends and materials, sample and prototype development, technical data sheets and colour chart.
- Designed and developed all Colourfield Studio's packaging.
- Continue to develop and sustain external production partnerships with national and international suppliers.
- Ran and managed the company's handbag factory in Spain.
- Ran the company's photo studio in London, managing a team of 11 people.
- Grew and sustained commercial partnerships with national and international partners and attended international fairs.
- Developed and managed the day to day operations in all the different areas of the company including, multimedia content creation, operations, marketing, advertising, PR, financial and human resources.
- Negotiated and managed both of Colourfield's London Stores (66 Neal Street and Shoreditch High Street).
- Design, supervise and maintain the online store, (www.colourfield.studio)

Tizayuca SL | Factory Manager

2017 - 2018

- Developed and managed the day to day operations of the factory.
- Managed a team of seven workers, including seamstresses, and leather artisans.
- Maintain the stocks of supplies to keep the factory running.
- Establish and guarantee the standards of quality required for every production with special attention to details ter-

Professional skills

Software

- Photoshop adv
- Indesign inter
- Premier Pro adv
- Lightroom inter
- After effects adv
- Illustrator beg
- Capture One adv
- Elementor adv
- Clo design beg
- Microsoft Office beg
- Mac OS adv

Photography adv

Personal skills

- Determination
- Loyalty
- Team player
- Entrepreneurship
- Honesty
- Sociability

About me

I am a very proactive person who loves sports. I practise (not as much as I would like) catamaran sailing, go karting, skiing, golf and cycling. I also love playing Football. Running became a good alternative exercise during the pandemic, but I am not the biggest fan.

I enjoy playing chess everyday, even if ten years old kids beat me constantly.

Cars and motorbikes are my passion as much as handbags and shoes.

The main reason to work is to create great products and be able to enjoy life with my girlfriend, family and friends.

mination.

- Continue to develop and sustain external production partnerships with national and international suppliers, including leather, fabric, and hardware suppliers.
- Maintain all the machinery in perfect functional condition.
- Organised international deliveries of materials and goods to and from the factory.

Colourfield Company | Cofounder & Designer

2015 - 2017

- Created the concept and vision for the brand.
- Designed and developed all handbags of the brand, including research of materials, sample and prototype development and colour chart.
- Ran and managed the company's handbag factory in Manchester.
- Founded, negotiated and designed Colourfield Company's London Store. (11 Monmouth Street, Covent Garden, London)
- Developed and managed the day to day operations in different areas of the company including, operations, marketing, advertising, PR, financial and human resources.

Arquitube | Founder

2013 - 2015

- Created the concept and vision for the brand,
- Designed and developed all handbags and tubes lines of the brand, including research of source and materials, sample and prototype development, technical data sheets and colour chart.
- All products were handcrafted by myself in my parent's garage.
- Found, negotiated designed and manage Arquitube's London Store in Camden Lock Market.

Law practice

2010 - 2012

- Document control.
- Contract writing
- Negotiation assistant
- Ran and managed the daily operations of the Bureau